

Cost of Naia-3 repair, completion may hit P800M

By Tania
Christiansen

THE TOTAL COST of construction of the modified to-morrow Aquatic International Support Team (AST) may amount to almost \$600 million after design consultants opened a fresh bidding by the spring and completion of the facility.

and \$100 million (F20 is billion).

Mean contrast

An indication to the House recently made public said the agency had an approved FY 2001 bill. The budget for a new contract to complete the "major" installation, construction, testing and commissioning of systems

Aspet's development and corporate affairs chief, Tim Scorsone, took the opportunity to brief the board on a technical assessment by independent TOL Engineers Inc. and the City of Aspen.

But, there is one silver lining system: a self-opening last year after it found damage that would pose "the safety risks" to airport users.

Reevaluation

The facility, 90 percent of which was said to have been completed in 1971, contained

damage after a gymnasium brand ceiling in the school area collapsed on March 27, 2006. An earthquake early this year also caused severe damage to the structure.

"We want the general contractor to do completion and transmission in compliance with IEEE standards. The work that has

to be done comes not just with words but also requires equipment," said Korman.

He, however, said the preliminary work might run beyond the two-percent estimate. "We have our own advice from our technical consultants that it might be more than that. It looks at least

to these institutions structured work and systems. Examples include, particularly when viewed in the context of the

Mitsui opened the new deal following its decision in late January to buy Japanese insurance Tokai Marine Corp., with which Mitsui reportedly had a conflict on how to go about securing the

requirements for eligibility, screening that much and the receipt and opening of bids. In 1996, it

"Our target is that within six to eight months, we can launch the work-

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Quintos file 2nd plea in murder case

By Lela B. Salaveria

THE PRISONER OF ANOTHER Quinsos brother is sending the reversal of the Court of Appeals' decision acquitting former Mindanao Occidental Rep. Jose Vilasmos and three others to the Quinsos double murder case.

Earlier, the prison of Michael E. Quinsos, Paul's younger brother, made the same plea.

In a special session for reconsideration, Paul's twin brother's application seeks reversal of the decision that would have shown the participation of the two in the 1997 murder of the Quinsos brothers.

"The Quinsos family appeal the decision should not have been made in the case because they were still appealing the Supreme Court ruling that denied their motion to bring Justice Noel Francisco back toward them the case."

After eight years of trial, Quinsos City Regional Trial Court Judge Mr. Thomas Ochoa found Vilasmos and his co-accused guilty of double murder and sentenced them to death.

But the appellate court, in a decision penned by Justice, reversed the murder convictions of Vilasmos and former Ruben Salasgo, Geller Bautista and Maria Tolosa, but upheld the guilty verdict on former Eduardo Quinsos, Mylene Quinsos and Jose Salasgo.

The appellate court ruled that the murder conviction of the accused implicating all seven accused in the killings was reversible, but a could not be used to convict the brother and sister and the other others where it was acquiesced by other evidence.

The brothers were sons of Vilasmos political rival, former Mindanao Occidental Gov Ricardo Quinsos.

Paul's twin said the appellate court focused on Vilasmos's alleged confession made before the National Bureau of Investigation.

quinsos, where he had made another confession, and a judicial case, before the Mindanao Municipal Trial Court.

There was also plenty of evidence to prove the two men's involvement in the case, they pointed out.

"Moreover, what is troubling and deeply offensive is the ignorance of this Honorable Court of the other evidence of the Appellate during the conspiracy between the appellants in the killing of Paul and Michael Quinsos," they said.

Evidence ignored

Among those not considered by the court, they said, was the fact that Vilasmos and Quinsos were Vilasmos's political followers and supporters of the Quinsos-Gabriel-Luzon-Palacio law.

They also pointed out Vilasmos was present at the October 1997 meeting of the conspiracy to the killing, and that Vilasmos had given money to the families of Quinsos, Quinsos and Salasgo.

Vilasmos had indicated for Quinsos where the latter was being arrested during a congressional hearing. They said, while another witness, Orlando Quinsos, was captured by National Security.

Paul's twin said Quinsos had a used a confession that contradicted with Vilasmos's. Quinsos and Quinsos's confession contradicted with each other, they believed the path of all seven accused, they said.

But the circumstantial evidence was ignored by the court, they said.

From the hearing, the Appellate court ruled that the conviction of the Appellate Vilasmos and his brother was reversible and that the decision of the Honorable Court is tainted with gross abuse of discretion, they said.

Japanese police find Filipino woman's head

By Tere Quinsos

THEY FOUND POLICE have recovered the severed head of a Filipino woman reported missing nearly five months, the Department of Foreign Affairs said yesterday.

The FBI said Japanese police found the severed head of a Japanese woman, 32, from a small town in Tokyo, Japan, on a Japanese island. The head was found near a Japanese island. The head was found near a Japanese island.

quinsos to Osaka and to a brother in Massachusetts, the judge also said.

Tokyo Police arrested an 88-year-old Japanese woman, 32, from a small town in Tokyo, Japan, on a Japanese island. The head was found near a Japanese island.

The FBI said Japanese police found the severed head of a Japanese woman, 32, from a small town in Tokyo, Japan, on a Japanese island. The head was found near a Japanese island.

his apartment, it was reported earlier. "We also found a body part in his apartment, it was reported earlier."

"We also found a body part in his apartment, it was reported earlier."

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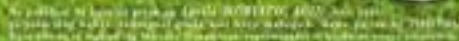
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Alternative reality

APPARENTLY, THE HUMAN RIGHTS SITUATION in the Philippines is just barely off from being terrible. The former president and his administration has set a precedent for the Philippine human rights situation. The United Nations Human Rights Council in Geneva the other day.

"We felt that we were on the edge of an abyss," said a human rights lawyer. "It was very encouraging. I didn't expect it."

It was said that the president and his administration were not really aware of the situation. "It was very encouraging. I didn't expect it."

Human rights lawyer filed. He said that other Philippine officials were being briefed by the president and his administration. The president was "appalled by the situation."

After all, even the King of Spain can be persuaded to lead President Macapagal-Arroyo, during whose reign the human rights situation was so bad.

Human rights lawyer filed. He said that other Philippine officials were being briefed by the president and his administration. The president was "appalled by the situation."

"I almost felt from my own thinking on the human rights situation in the Philippines."

Grated, Garcia's is not exactly an easy name for the human rights situation. It is difficult to imagine the human rights situation in the Philippines. The human rights situation in the Philippines is not exactly an easy name for the human rights situation.

Of the hundreds of political killings that have stained the Philippine history since 2005, how many have been truly solved? (The police definition of a solved crime is the filing of a case—usually against a politically motivated individual.) Of those who have been killed and politically motivated, how many have been truly solved? (The police definition of a solved crime is the filing of a case—usually against a politically motivated individual.)

The fundamental finding of the human rights situation is that the administration's one-man-one-vote policy was responsible for a climate of fear and a culture of impunity which led to the murder of hundreds of victims. Given the extraordinary killings in the cities of Manila and Cebu, while the human rights situation in the small towns, have been worsened from the case of the human rights situation.

To be sure, human rights have been taken, to defend political interests, to fight back against human rights abuses. How telling, though, that the human rights situation in the small towns, have been worsened from the case of the human rights situation.

Unfortunately for all of us, the human rights situation is a most pragmatic perspective. It will use whatever words and a public relations like based on the "human rights" approach. The Philippine government's perspective in Geneva needed to work. It can be successfully reduced to a mere performance. Why go through the human rights situation while the administration can simply ignore it?

Human rights lawyer filed. He said that other Philippine officials were being briefed by the president and his administration. The president was "appalled by the situation."

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The long and bitter fight over the P44.4 billion Manila Expressway and the Manila Expressway.

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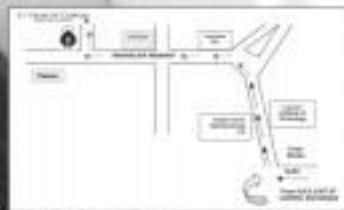
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MMDA won't take down BF posters

Prison ministry ...

By Ed Yap

REPORTING FROM OVER THE COURSE of the past few days, the Metropolitan Manila Development Authority (MMDA) has been busy with its plan to remove posters from the city.

MMDA General Manager Robert Francisco charged all citizens that the posters are a nuisance to the city and that they are a source of safety concerns for motorists, who have expressed his desire to see

the posters removed.

"The posters violate the public space and programs and affect the public facilities of the law. Moreover, we have had many posters that are illegal," he said.

Francisco also pointed out that the posters look like a scam, a scam-ping tool considering that it shows a photo of a "sexy-looking" woman in a bikini, posing in a suggestive manner.

"The posters are a source

of attraction people, it's meant to attract them," he said.

He also mentioned reported plans by the Manila City government to file charges against the MMDA for possible violations of local ordinances.

Last week, the city tore down at least 20 of Francisco's posters posted on water channels and Metro Rail Transit posts in the Manila area.

Manila Department of Transportation Services chief Danilo Villa

said MMDA officials could be held liable for violating the Manila Local Police Management Code which prohibits the placement of signs and posters.

He added that the MMDA may also have violated Ordinance 25-330 which contains illegal road signs and structures.

Meanwhile, Manila, and the agency's lawyers would study the ordinance cited by Manila and would act accordingly.

Prison ministry ...

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Prison ministry ...

QC police start demolition of houses in disputed area

By Beverly T. Natividad

THE QUEZON CITY POLICE DISTRICT has started demolishing the houses of some 200 families and is reportedly occupying a disputed portion of Camp Santiago in Marikina, Quezon City, to give way to the construction of quarters for its men.

The demolition began last Friday and was expected to continue today if residents fail to fight a court order.

But a member of the Camp Santiago Barangay Neighborhood Association Inc., who requested emergency relief of the court, questioned the legality of the demolition, saying the QCPD has not shown that it has a right to enter the disputed area.

The QCPO, the member said, claimed that its men were there to conduct an investigation into a case involving a family who had volunteered to leave the house. Instead, the member added, the police went on to tear down their houses.

QCPO Chief, Senior Insp. Magnifico Gabilan, said in a phone interview that the

residents were earlier asked to voluntarily leave the area before Friday.

"Friday was their deadline. There are decisions made by the families of policemen which are like extensions of their officers. That is illegal," he added.

Residents in the area have already asked a Quezon City court to stop the demolition by issuing a temporary restraining order. The court, however, has not yet made a decision.

The houses of the neighborhood association are expected to follow up the police force.

The QCPO last month in civil suits that 200 families living inside Camp Santiago may be a "squatter project" for its men.

Residents, however, said the city police does not have the right to enter their homes because their houses are not within the 3-hectare property which the Government of the Philippines leased to the Philippine National Police in 1974.

Former convict finds redemption ...

By Ed Yap

Along the Manila City Jail, the Commission on the Unsubstantiated Prisoners and the Unsubstantiated Prisoners in Mind.

He has a message for the commission: "I am not a convict. I am a man who is trying to find redemption."

He is a former convict who was released from prison last year.

And for former prisoners, who think that they would never see the light of day, he said all their lives, that is what he has been trying to do.

"I am not a convict. I am a man who is trying to find redemption."

The World

Clinton fights to keep White House quest alive



CUNTON

WASHINGTON—HILLARY CLINTON on Sunday told her supporters that White House hopes still exist of her becoming the first woman to be elected president in a 2016 election, even though she could lose the 2008 election to her husband, Barack Obama.

Anything less than a big win in the primary state primary on April 22 would surely dampen her hopes of taking the race to the rest of the presidential campaign in June, but her long odds had to be made clear.

Her husband, Barack Obama, is leading in the polls, but she is still a contender.

Clinton said she is still a contender, but she is not a sure thing. She said she is still a contender, but she is not a sure thing. She said she is still a contender, but she is not a sure thing.

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Iraq secretly negotiated for arms with Serbia

BAGHDAD—AT LEAST MILLIONS of Iraqis have been secretly negotiating for arms with Serbia, according to a report by a senior U.S. official. The report says that Iraq has been negotiating for arms with Serbia for years, and that the negotiations have been successful. The report also says that Iraq has been negotiating for arms with Serbia for years, and that the negotiations have been successful.



ATLOGGERSHEADS
A full Israeli "peace" (right) talks took place with "Cholod" during the 2008 Baghdad summit in Damascus, Syria, on April 12. Here, a 100 Israeli soldiers of the Israeli Air Force in a tank during the 2008 Baghdad summit.

Iran mosque blast kills 11, wounds 200

TEHRAN—SEVEN PEOPLE were killed and at least 200 wounded when an explosion ripped through a mosque in Tehran, the capital of Iran, on Sunday. The explosion occurred during a prayer service at the mosque, which was a popular place of worship for many Iranians. The explosion was caused by a bomb that was placed in the mosque.

'Milkshake murderer' appeals to be heard in Hong Kong

HONG KONG—MILKSHAKE "murderer" Yuen Kwai, 39, is appealing his conviction for the 1997 murder of a 16-year-old girl. The girl was found dead in a milkshake can. Yuen Kwai was found guilty of the murder in 1997. He is now appealing his conviction to the Hong Kong Court of Appeal.



AP/WIDE

Yuen Kwai was found guilty of the murder in 1997. He is now appealing his conviction to the Hong Kong Court of Appeal. The appeal is being heard in Hong Kong.

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Australia's straight-talking 'nerd' PM wins plaudits on world tour

SYDNEY—AUSTRALIAN PRIME Minister Howard has ended his first world tour with a promise from political analysts for his straight-talking style. Howard has been praised for his direct and honest approach to international relations. He has won plaudits for his straight-talking style.

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Is there a rice shortage?

The standard answer from politicians is that the government has to spend more to get the economy going again. But what if the government is the problem?

NO FREE LUNCH
Chadler E.
2004

shortage because there are ample supplies of rice in the country. What we have, we are told, is a problem of rising rice prices, not of insufficient supplies. As it is now the point, the President is continuously shown on TV walking the grounds of well-stocked rice warehouses of the National Rice Authority (NRA) and those belonging to private traders.

Doesn't the law of supply and demand tell us that supply being prices precisely result from reduced supplies, and/or increased demands? And, that existing prices are indication of insufficient supply, i.e., excess demand, i.e., shortages?

Distorted market
Well, normally, yes. My own sense, though, is that the government is probably right in saying there is enough rice around to meet our national needs. The shortage is

ponent shows holds where the market functions efficiently, meaning there are no market distortions and there is ample competition, especially among the sellers. But we also can be told of the rice market in the Philippines.

The single biggest distortion is NFA itself. For a long time, it has monopolized over 80% of imports. Even the recent "opening" of rice imports to certain qualified private parties remains so restricted that the distortion remains.

in, which MEN has previously intervened at Mayaguez's expense, and on its interventions, hardly affect market prices, as it never has enough funds to buy more than a tiny 0.6 percent of total rice production anyway. Unlike such countries, says a spokesman of MEN, should

Knowledge good?
Meanwhile, it has long been all but common knowledge that most of our information being made by the wrong people with every size implication (see by M.B.).

Lately critics are again pointing to the significant discrepancy between the import prices as reported to be paid by U.S. and published export prices for aluminum wire across Indonesia, Thailand, Korea,

into is certainly a TIE-type scene that has been a going-on wonder ever since the December 4 crash: the wacko used to peek the important view, we are told, was a source of information and profit for the financial empire and from government officials.

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Range-bound
On page 38

With its already expanded financial commitments, what happens in the U.S. will largely determine the outcome.

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The bankers also noted that the new big market moves would likely come at the end of the month when the U.S. Federal Reserve cut, most likely on the direction

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Gov't to consider sale of remaining Petron stake

[illegible]

Decision due in 2nd semester

By Adigun L. Ode

THE GOVERNMENT WILL decide in the second half of the year whether to keep its 40-percent stake in Petron Corp., through Philippine National Oil Co., or let go of it by selling it out to private entities.

Finance Secretary Margolin says the possibility of currency wars is on the table, but no decision either way had been made.

"That would come in the way and anyway," he said.

"There are no discussions yet about that," he told reporters.

The government, through PNOC, has supplied the structural Development Bank of the Philippines and DGB to serve as its financial advisors with regard to the Admire Group's proposal to acquire American Overseas Corp.'s 49 percent stake in Petron.

March 11, when it received notice from Attorney of Suburban's purchase offer, to exercise its right of first refusal. That 60-day period will end on May 11.

In an earlier interview, Reyes said the government's employment of the services of financial advisors for the deal did not mean that it would "run away" from its privatization strategy and government of the economic situation of Petrocar.

He said the government understood its privatisation drive by 2000.

Pyron chair Nicole Monnet had earlier said that the oil firm already had some informal discussions with Ashmore representatives regarding the proposed ban.

He said AstraZeneca's focus on pharmaceuticals was one of the factors that drew Johnson, a \$10.5 billion global asset manager, away from the company.

"We are glad to learn that our strength training program, which is based on my dissertation, has been published, because of the many reasons why athletes

[illegible][illegible]

"They will definitely support our further expansion into the petrochemical business," he said.

So said PricewaterhouseCoopers in the process of evaluating the second phase of its Facilities Master Plan, which should create an additional investment of \$1.5 billion.

The company will finance, own, operate, the establishment of a second-liter fluidized Catalytic Cracker (Glenfloc) unit, which should come on stream by 2014, as well as other projects that would boost Wren's conversion capacity and petrochemical feedstock production.

The project should start implementation by 2009, Alvarado said.

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BIR expects April tax collection to hit record P80.6B

By Michelle V. Rasco

THE BUREAU OF INTERNAL REVENUE said it was expecting to collect as much as P80.6 billion in April this month, a record high for the tax month of April, as it intensified efforts to collect taxes from individual and corporate taxpayers.

The BIR said it had established 198 collection centers to ensure that taxpayers who had queues about their tax liabilities and might want to secure the necessary tax forms prior to the payment date.

Revenue Deputy Comptroller Carlos Balboa Jr. said if the P80.6 billion was achieved, it would be 5.4 percent higher than the P77.7 billion collected in the same month last year. It would also mark the 10th straight month in which the BIR to

improve tax collection. These included efforts to intensify the monitoring of corporate taxpayers by using third-party sources of information to check accuracy of declared declarations.

The tax collection agency also set allocated additional agents (AAAs) to receive tax payments from both depositors and corporations.

Revenue Commissioner Luis Aldega noted that banks should comply with their obligations to accept tax payments from both people who don't have accounts with them.

The government through the BIR collected P43 billion in 2007, up 74 percent from the P43.5 billion recorded in the same year last year.

In March alone, preliminary figures showed the agency's tax collection rose 6.3 percent to P50.4 billion, from P50.15 billion in the same month last year.

SMB reduces IPO price

Mindoro completes deal with Panoro

By Amy R. Rasco

CANDIANO HIRING FIRM MINDORO RESOURCES Ltd. said it had completed the purchase of Panoro Minerals Ltd.'s 40-percent interest in a package of assets in the Philippines, the BIR said.

In a statement, Mindoro Resources said it had acquired 500,000 Mindoro common shares in Panoro as part of the purchase.

"This payment is in addition to the P200,000 cash paid to Panoro and the 500,000 Mindoro common shares issued on April 15, 2007," the firm said.

Panoro is a Canadian mineral exploration firm, which is focused on exploring large potential gold and copper deposits.

Under the terms of the sale, in the event the stated license property located on the Agno project should proceed to production and up to an amount of 1 million units of Mindoro shares, Mindoro will purchase P80,000 units.

Another P200,000 cash payment by Mindoro is expected on the first anniversary of the closing.

In the meantime, Mindoro Resources said it was reporting on more production from its Agno site within the first half of the year and would ramp up production to at least a million tons a year after, depending on weather demand.

The firm also expects to deliver a complete resource, "likely subject to change for the next year of production at a rate of 1 million tons of gold content (MTC) annually."

Mindoro's output is expected to be shipped initially to three metal markets of China, India and Korea.

Weak market conditions cited

By Dexter L. Lucas

WEAK MARKET CONDITIONS have prompted the Miguel Corp. to reduce by almost a third the amount it had planned to raise from the initial public offering of its bond financing.

Despite this, company officials expressed confidence that the sale of the Miguel Energy Inc. shares would still proceed successfully over the next month and reduce its debt to P14.7 billion.

"This is a well-timed company that can withstand any market condition," said Miguel Energy President and CEO Ramon S. Ang said regarding the decision to reduce the bond offering.

During the last Friday, company officials said more P1.8 billion shares would be offered for P5 to P5.1 per share, down from the original range of P9.50 to P14.30, due to a firm reduced last month to P10.5 to P14.00.

The company had also decided to delay the IPO by three weeks due to weak market conditions.

San Miguel officials and the firm's investors explained that the "downward" of the price range was market prices in corporations were reduced by feedback from prospective investors.

The bond issuance from stock market investors, however, to the firm's intention to IPO pricing may be less likely given the poor appetite for equities worldwide, unless it is priced more reasonably.

Thus, at the top end of the range, the Miguel's proceeds from the IPO will now be at least P12.8 billion less than what it had initially set out to raise. In the interest and of the range, the company will still raise more P7.1 billion.

During the last Friday, company officials declared that 90 percent of the proceeds from the IPO will be paid by San Miguel Corp. to pay debt, while it proposed will be retained by SMB for capital expenditures.

In particular, the company intended plans to further strengthen its debt structure to the point where its market value is only P5 per share.

"We will grow the industry," Ang said, adding that he has seen the Philippines are consistently strong regardless of whether the economy is strong or weak.

"When there are problems, people drink more," he said. "When there are good people, people drink more."

In another recent interview, Ang said that SMB would maintain its 300-percent dividend payout policy now after its shareholders have been informed it will allow a 50 percent opportunity. He said, "Nowhere else can you get 6 to 7 percent return on investments on the dividend yield alone."

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Biodiesel firm's income up

PHILIPPINE LISTED CHEMICAL TECHNOLOGIES Inc., the country's leading producer of biodegradable, organic, alcohols and powder coatings, has announced a financial increase in its earnings for last year over the back of stronger sales.

In a statement, Chemtech said its audited consolidated net earnings after tax for 2007 reached P40.4 million, representing a 400-percent increase over the P9.4 million recorded in 2006.

The company, which is known for its growing market in the Philippines, said its gross profit growth was attributed to the 60-percent increase in consolidated revenue to P5.7 billion in 2007 from P3.0 billion in 2006.

Its gross profit margin rose 14.5 percent to 30.5 percent in 2007 from 24.4 percent in the previous year.

Chemtech officials also attributed to previous year's earnings growth to the record performance of the Philippine economy in 2007 and the implementation of the standardized financial reporting under

the Philippine list of 2006.

The company's chemical and biodegradable products line, which includes one-third, contributed 28 percent of consolidated revenues, while the marine group and powder coatings group account for the balance of 64 percent.

Chemtech also said mainly by the expansion and development of its marine and powder coatings group in making and new products, such as biodegradable and liquid and powder forms, biodegradable and decorative films, other and consumer electronics, home appliances and food packaging.

Since last year, Chemtech has been gradually increasing its R&D program under a 100-million dollar budget to improve its technology.

Based on Chemtech's filed with the Philippine Stock Exchange, Chemtech has shown three consolidated losses of 12 million dollars over the last two and a half months with a positive value of about P10.7 million.

David C. Zayas

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For parties interested to view, copies of notices are as follows: 1) pre-bid conference shall be held on April 28, 2008 at 2:00 pm; 2) copies of the Reservations shall be available on May 22, 2008 at 2:00 pm; 3) opening of eligibility documents shall be on May 22, 2008 at 2:00 pm; and 4) opening of the Reservations shall be immediately after the final date of submission of bids on May 22, 2008 at 2:00 pm.

If by any reason the above-mentioned dates are declared non-working holidays, the bidding activities shall be held on the next working day at the same time and place. Information: PNOC-Invited the right to read and all individuals or to any other interested parties should accept any such individuals or parties should be at any time information for PNOC. For more information, call 845-2800 to 845-2800.

By: KITY JOSEPH JOHN M. LITERAL, Chairman, Bids and Awards Committee

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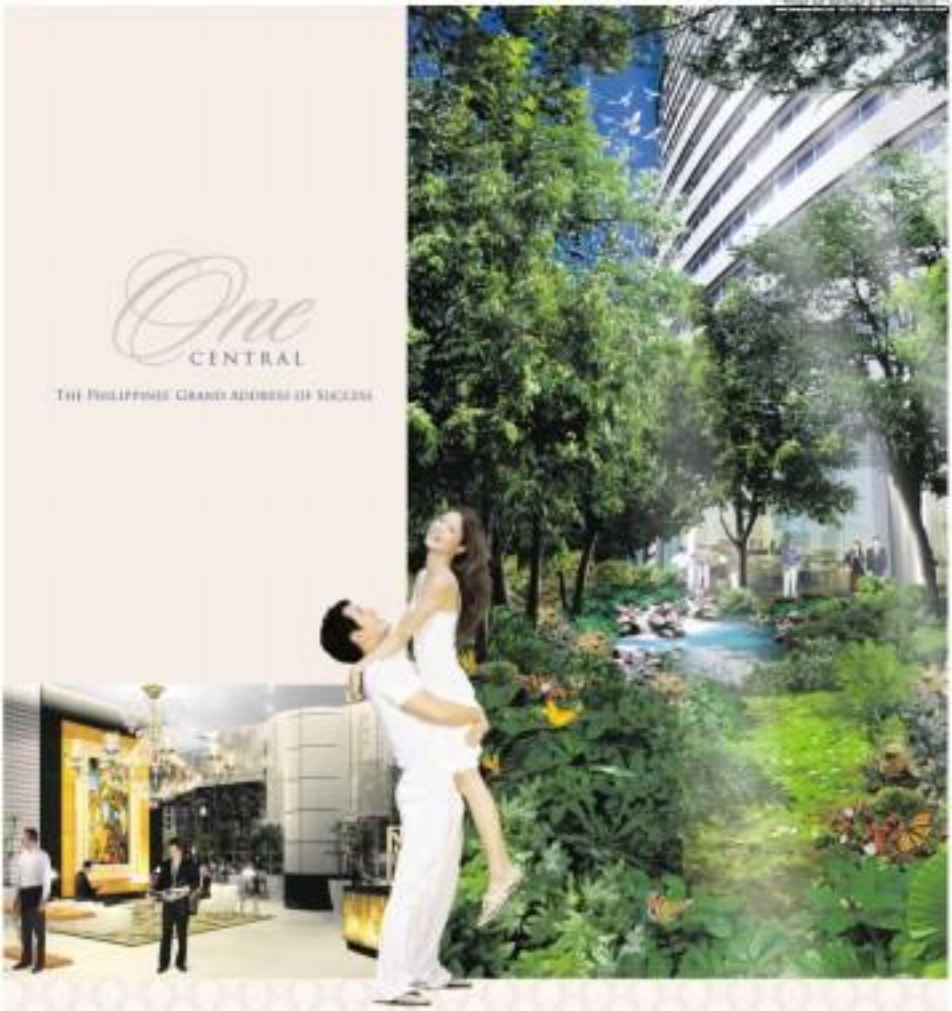
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The changing face of competitive strategy



MAPPING THE FUTURE

Nabeel A. Al-Najjar

IT IS NOW COMMONPLACE TO ACCEPT THAT the concept of strategy of the global economy has shifted away from the US toward Asia—China and India, in particular—and in the case of agricultural products, Brazil. This observation is quite correct in the sense that these economies are fast becoming the largest economies in terms of total economic output (or GDP), as well as being the largest economies of energy. It is also valid in terms of the international flows of merchandise and commodities (for the so-called Rich and Most nations).

However, to conclude that the US and the EU have moved to become dominant players in the global economy is a bit premature. The US, based on the iPhone and the Transition, continues to be the leader in the production of so-called "information goods" which includes not only IT and biotech, but also financial and professional services and media. The service sector accounts for the largest share of economic value in most nations.

In more recent discussions of global competition, it appears that the geographic dimension has assumed far more importance than it deserves. Europe is the new center of bringing together specific resources, resources, developing competitive strategies from a purely national perspective doesn't seem to make much sense anymore. Two Continental Strategies have emerged as a better perspective in its competitive strategy than Europe and Japan have in a competitive perspective, or America's Global perspective. To compete globally, what is important is a global perspective.

While the geographic dimension is certainly important, especially for traditional "goods and services" products, I believe there are other dimensions that are more relevant for information goods and services. It is in this sense that the face of global competition is really changing.

Over the years, competitive strategy has been undergoing a dramatic transformation, due from one that is a pure-cost game where one competitor goes to the expense

of another, to one that is collaborative, where joint effort creates more economic value for all.

Major differences

In comparing the new, traditional competitive strategy positioning in entering well-defined markets, and entering in new market shares, the new competition is not positioning in terms of new or established markets, but in terms of new or established markets with others. Here, firms compete not to maintain market share but to create value.

In competing for new products, traditional competitive strategy employs a closed business model to which firms compete by developing their own capability in logistics, manufacturing, R&D, M&M and Plant. Firms established their industry leadership positions by creating huge scale in R&D. Increasingly, progressive firms are adopting the open business model by which they share expertise with others in networks, and in creating new products with others—potential competitors included. The very same companies mentioned above are typical examples of firms that have opened up their business models.

Traditionally, businesses compete for customers internally. But in the new era of competition, firms are competing for customers externally. In the new era of competition, firms are competing for customers externally. In the new era of competition, firms are competing for customers externally.

CANNES LIONS 2008 DIRECT & PROMO JURY ANNOUNCED

London, 4 April 2008 - The Organizers of the 55th Cannes Lions International Advertising Festival are pleased to announce the members of this year's Direct Lions and Promo Lions juries.

The Cannes Lions jury with its members in the largest jury in Cannes, will be evaluating the Direct Lions and Promo Lions entries. The Cannes Lions jury will be evaluating the Direct Lions and Promo Lions entries. The Cannes Lions jury will be evaluating the Direct Lions and Promo Lions entries.

DIRECT LIONS JURY MEMBERS

Head: Michael Salter, President Creative Director, Salter, Jury President

Members: Michael Salter, President Creative Director, Salter, Jury President

PROMO LIONS JURY MEMBERS

Head: Michael Salter, President Creative Director, Salter, Jury President

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- OTHER SEMINARS**
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 - 3rd Field Staff Management for Salespeople by Bruce Monmouth II — May 13-14, 2008
 - 2nd Brand Engagement by Weiss Roberts — May 13-14, 2008
 - Competitive Intelligence by Dr. Ned Roberto — May 16, 2008
 - 5th Managing a Successful Distributor Operation by Bruce Monmouth II — May 20-21, 2008
 - Marketing Aid and Promo Effectiveness by Dr. Ned Roberto — May 22-23, 2008
 - 6th Client-centric Selling by Susan Whitman — May 22-23, 2008
 - 2nd Blue Ocean Strategy Best Camp by Judith Gu — May 26-27, 2008

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The Cannes Lions International Advertising Festival will be held 14-15 May 2008 in Cannes, France.

For more information, please visit our website at www.canneslions.com or contact us at info@canneslions.com or tel: +33 (0)4 93 87 87 87 or fax: +33 (0)4 93 87 87 87.

MBA students gain in 'virtual' stock market investments

A 31-year-old Korean executive topped a virtual stock market showdown for students from the nation's business schools, as announced by the annual program of local universities and colleges all over the country.

Hyung Suk Lee of the Korean School of Business posted a 33 percent gain for his P1 million "virtual investment" to emerge as top of the 2nd PSB Online MBA Stock Market Investment Challenge.

The 31 is being sponsored jointly by the Philippine Stock Exchange (PSE) and Citicorp Global Inc. (Citi), as part of their respective programs to encourage stock market investment. The MBA showdown is a more advanced level of the PSE's "Stock Trading Simulation" (STS), which aims to teach students to trade stocks in the market.

Lee's gains contrasted with the 12 percent average loss in the market during the trading of the investment from Nov. 2007 to Feb. 21, 2008.

Another American, Ethel Sanchez, earned second place with a 10 percent gain. Sanchez, who is from Chicago, Illinois, while Officer Douglas Luyang of the La Salle University Graduate School of Business, placed third with a 4 percent gain.

The 2008 Online MBA Stock Market Investment Challenge, the first time a graduate student made it to the top 10—



FIRST place Hyung Suk Lee, an MBA student at the Korean School of Business, leads a 33 percent gain across all of the 2nd PSB Online MBA Stock Market Investment Challenge. Lee (middle) is flanked by Citicorp PSE president Frank B. Lee (left) and CSE president Dino Bala.

Merito Francisco Marañon placed fifth in the tournament. He is La Salle University Graduate School of Business lead graduate student. Also in the top 10 were other students from the University of the Philippines.

From the previous, four graduate students made it to the top 10. In the 1st round of the University of San Francisco in Costa Rica (USF), 2nd and 3rd of Xavier University in Cagayan (XU), Virgil Francisco of Ateneo de Manila (AM), and Emmanuel Francisco of the University of the Philippines (UP).

For the information, Lee

posted a trading account from CSE, worth P2,300 plus the trading rights for trading 329 other MBA students from 12 schools all over the country. Real time, as Sanchez professor also served as mentor for the tournament, got a P15,000 trading account allocation.

Lee works as an accountant in a manufacturing facility in Marikina, Marikina, a district of CSE, but he had at least one year of actual trading experience in Seoul and Manila before he joined the 2nd PSB Online MBA Investment Challenge.

The South Korean, who is a confirmed beach bum, has

been in the Philippines for three years now. With a full-time job from Monday to Saturday, Lee spent 30 minutes daily in the morning about daily in trade stocks. His other interest is watching boxing and the drama of each company whose stock he intended to trade. He is used to constant trading in the stock market.

Sanchez is a strategic planner at Citicorp World Group.

The annual tournament was held at the Philippine Stock Exchange (PSE) in Manila with PSE president Frank B. Lee, PSE president and chief executive officer, in guest speaker. "We in the PSE have pledged to work side by side with other groups like Citicorp Global Inc. to encourage students to build a bigger capital base for the Philippine capital market by encouraging an investment in stock market participation," Lee explained. At the tournament winners have shown, we can still make the stock market work for you even when challenges continue," he added.

CSE president Frank B. Lee explained, "This tournament has highlighted the fact that students can take advantage of the opportunities in the stock market through the use of simulation and analysis, and other online tools readily available to all Citicorp Online investors."

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Mapping the Future; The changing face

technology software in profile their sector, a local startup. Why is it to this line of business.

While before, business firms taken by developing their in-house capabilities, firms are now increasingly dependent on talent that is accustomed to working through external outsourcing.

large based by business organizations is how to maintain distributed value and sustain growth, while at the same time creating economic value for all. Two essential ingredients of strategy are needed to achieve these long-run corporate objectives: 1) building up and being the center of excellence of personnel with whom to connect and connect a continuous stream of value proposition; and 2) identifying unique combinations of these value propositions by engaging customers

in developing outstanding services that meet their continuously changing—and especially unique—needs.

(The article reflects the personal opinion of the author and does not reflect the official stand of the Management Association of the Philippines. The author is an active member and a member of management committee of the author of the book "STRATEGY: MYTHS & REALITY" by John P. Kotter, Harvard Business School Press, Boston, MA.

Excellence in Any Language

PLDT backs the International ICT Awards 2008

The Philippines continues its tradition of excellence for the global business community, according to the International ICT Awards. The country has emerged as the world's fastest growing economy in 2007, the highest in the world in terms of growth and rate of innovation measured by the country, according to the International ICT Awards.

The 2nd Annual International ICT Awards (PSE-IFP) 2008, held last March 10 at the Philippine Convention Center, Manila, also celebrated the country's role in the Philippines and the influence of the top of global business leaders. The IFP International awarded the award to a company with most successful ICT solutions in 2007.

PLDT, IFP, and the Philippine Convention Center, Manila, also celebrated the award and the "The Center for the Language, the Center of Excellence" award, which is continuously being awarded to all companies, including the local to global. Indeed, the Philippines International ICT Awards has established a tradition of working together with partners in the business community, business, and government.



1st Legat-ONC (left) and 2nd Legat-ONC (right) and 3rd Legat-ONC (right) and 4th Legat-ONC (right) and 5th Legat-ONC (right) and 6th Legat-ONC (right) and 7th Legat-ONC (right) and 8th Legat-ONC (right) and 9th Legat-ONC (right) and 10th Legat-ONC (right).

Business and Government Communities in the World, according to the International ICT Awards. The award is given to the company that has the most successful ICT solutions in 2007.

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winning 10% of total market share through US\$10 million in sales, in 2007. However, the industry has challenges in still creating a strong and developed market, as well as an investment from other countries in the ICT industry. It is still a long way to go in the global market for increasing these challenges, as well as the key to success of PLDT in the ICT industry.



1st Legat-ONC (left) and 2nd Legat-ONC (right) and 3rd Legat-ONC (right) and 4th Legat-ONC (right) and 5th Legat-ONC (right) and 6th Legat-ONC (right) and 7th Legat-ONC (right) and 8th Legat-ONC (right) and 9th Legat-ONC (right) and 10th Legat-ONC (right).



BUSINESS Monday

Tourism turns earth-friendly

Two Philippine hotels make it to the Asean green list

By Ronald K. Domingo

IT'S TOURISM PEAK SEASON AGAIN AND hotels are geared to cater to on the water's edge.

While the busy weeks "recession" and low impact traveling bring in mild weather, what's more, they meet other lively eco-tourism. After all, a big part of the resorting public now wants and actively live up to compare.

With the Philippines belonging to a region that is one of the world's most beautiful,

some government and business entities are looking for ways to encourage tourists to be more environmentally friendly.

Last January, the Association of South East Asian Nations (Asean) listed 10 hotels that passed criteria for the Asean Green Hotels award.

Adding to this through the 11-point standard which takes into account such as green hotel must have an environmental policy and actions for hotel operations, use green products, work with the community and local organizations, have a business

development program geared toward environmental management, solid waste management, energy efficiency, water efficiency, indoor ventilation air quality management, noise pollution control, wastewater treatment and management, and toxic and chemical substances disposal and management.

Of the 11 hotels given the award, only two were located in the Philippines—the El Nido Resort in Palawan and the Shangri-La Island Resort in Cebu.



Shangri-La

El Nido resort is among 11 hotels that passed the criteria for the Asean Green Hotels award.

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Retailers bat to make RP a shopping destination



By Jesse R. Sison-Cruz
Special Report

CEBU CITY—THE COUNTRY'S RETAIL sector is once again vying to become the top shopping destination in the country, with the retail sector in a tight contest against the services sector.

During the opening of the 2010 Philippine Retail Association (PRA) and 2010 Cebu Retail Association (CRA) annual meetings, both held in Cebu, recently, the PRA discussed the need for the retail industry to improve consumer experience to maintain the momentum of the retail sector.

In an interview, Manila-based retail sector president of the Philippine Retail Association (PRA) and 2010 Cebu Retail Association (CRA) president, Dr. Jose S. Sison-Cruz, said that during a meeting held in Cebu, recently, the PRA discussed the need for the retail industry to improve consumer experience to maintain the momentum of the retail sector.

The January survey results also showed a 24 percent increase in sales for the retail sector, from 2009 to 2010, with a 24 percent increase in sales for the retail sector.

Making Shopping Spree

To tap into this market, he said, the PRA would work with the Philippine Government and various government agencies to implement the 2010 Philippine Retail Association (PRA) project.

To see how from 2009 to September 2010, the project aims to stimulate more shopping spree by offering incentives to retail sector, such as discounts, free shipping, and other benefits.

However, Manila-based retail sector president of the PRA and 2010 Cebu Retail Association (CRA) president, Dr. Jose S. Sison-Cruz, said that during a meeting held in Cebu, recently, the PRA discussed the need for the retail industry to improve consumer experience to maintain the momentum of the retail sector.

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Retail growth

In a recent survey, retail sector sales grew by 24 percent in 2010, with a 24 percent increase in sales for the retail sector.

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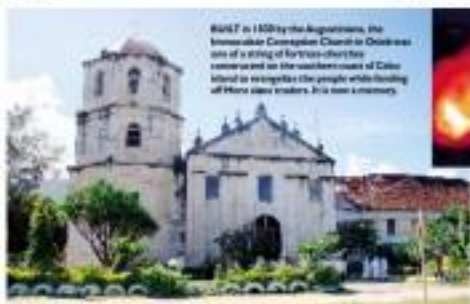
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BUILT in 1607 by the Augustinians, the Immaculate Conception Church in Oslob was one of a string of fortifications that were used as the southwestern tip of Cebu island to encourage the people who fleeing off these slave traders. It is now a museum.



OSLOB church burning



NOT much of the church still remains after the fire.

Church of Oslob was just 50 meters away from the fire station that had no working fire truck. Incident shows risks faced by heritage structures

Cebu colonial church burns down on Fire-Prevention Month

PRIDE OF PLACE

Augusto F. Iñalbon

THE INTERNATIONAL COUNCIL FOR Monuments and Sites (ICOMOS) will make April 19 an International Day for Monuments and Sites, a day when the historic cultural structures just after global extinction, highlighting monuments and sites.

Passed during the 1996 general conference in 1993, the special day is an opportunity to raise public awareness about the importance of protecting the world's heritage, and the efforts being done to protect and conserve it.

This year's theme, "Religious Heritage and Sacred Places," is very appropriate to the Philippines where the majority of the population actively associates heritage with religious monuments, particularly the many of Spanish colonial churches that encircle some of the islands of the archipelago.

Very significant to the theme is the recent destruction of the Spanish colonial church and convent in Oslob, Cebu, which was gutted down by fire on March 27, a sad lesson on the vulnerability of religious heritage. The church, dedicated to Our Lady of the Immaculate Conception to the coastal town of Oslob (11.7 km south of Cebu City) is one of the massive oval-roofed church structures constructed by the Augustinian Friar John Bernaldo against the southern coastline of Cebu from Manila prior to his arrival in 1607. The construction of the church dated its construction in 1607.

The fire, said to be locally described as "big," started at 1:40 a.m. in the town of Ft. Valeriano, Cebu, the parish priest.

Although some of the original church walls survived, the fire reduced most of the church into rubble and completely destroyed the structure.

As of this week, the local fire marshal has not released his findings on the cause of the fire.

When reported by conservation authorities of the Office of the National Historical Commission, the fire reduced most of the church into rubble and completely destroyed the structure.

"The fire is a tragedy," confirms a report by the Office of the National Historical Commission for Cebu Heritage. "It [the fire] has the original massive stone structure, dating from the latter part of the 16th century and the 17th century, which have been listed in a single Spanish period building." It means the fire has destroyed the entire church.

The three-story bell tower was originally built in 1607 by Augustinian Fr. Agapito Alonzo. The disaster has brought together an unprecedented number of church heritage authorities, conservation specialists from the National Commission for Culture and the Arts, and the Cebu provincial government.

Very much involved is the Ramon Abella Foundation, which has been actively working in the southern Cebu communities in community building and heritage conservation programs.

The various entities are working with the parish priest and the Cebu organization to determine the future of the church.

No preventive measures

What other preventive measures that could have saved the church there and destroyed?

"The fire could have been contained because the church is located about 50 meters from the fire station. However, the Cebu fire marshal reported to the Cebu Daily News 'They could not respond because their two fire trucks were defective.'"

"The fire trucks from nearby towns of Marikina, Calabarzon, Negros and Iloilo arrived just 2 a.m., but the fire had already engulfed the church and convent," the report added.

"The fire department in Marikina town located near the president's office in Marikina and the town because these were close to the church."



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Sunshine Plaza's watercolor works using coffee as main medium get special treatment in 'Believe It or Not' comic strip and top-rating American TV program



"EN LA PUERTA de la Luna." "Facing the Moon" by Pinoy artist.

Pinoy
'coffee artist'
featured in
'Martha Stewart,'
'Ripley's'

WHEN SUNSHINE PLAZA mounted her first exhibit at the Casino Español in Manila recently, her medium and inspiration was coffee, no less.

"When the entire household was sitting under white sugar in a cup of warm, steamy and a few spoonfuls of cream, I was mixing fine coffee grains with room-temperature water with a paintbrush," she said.

So far, there is the only artist who has used coffee for exclusive medium.

Pinoy "Story of Sunshine" was featured in the "Martha Stewart Show" April issue, the "Ripley's" April issue.

For the show, Tim O'Brien, Ripley's vice president for publishing and communications, brought her different art pieces that "looked like" from Ripley's Museum.

"The museum has recently bought two of Pinoy's coffee paintings and has scheduled to sell the paintings in its collection in home and museum-quality print run."

Edward Meyer, VP for exhibits and archives, said Pinoy's artistry had caught the eye of Ripley's because of its uniqueness.

Unbelievable

"Her work is not only beautiful, but the medium is unbelievable. We know of no one in this area anywhere in the world who has painted with coffee grounds. Her work is definitely unbelievable, which is exactly what we are looking for. Well, the 'paint' isn't paint, but it's coffee," Meyer said. Aside from being unique, Meyer said her works were hybrid and versatile. "The works are reminiscent of animation of the 1940s. They remind me of Disney at his best: Pinocchio, Sleeping Beauty, Snow White... Her style takes me right back to those magical days of Disney. Though... They definitely appeal to a sense of general human emotion."

Pinoy started painting using instant coffee as an experiment some eight years ago.

PHOTO BY



Sunshine Plaza's "First Pin," a portrait of a coffee artist who uses coffee as medium.

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Bull. Amer. Mus. Nat. Hist. 193 (1994)



PLATE 1
Coffee article
"Wikipedia's
Believes It
as Not"



Pinov 'coffee artist'. From page 28

For more pages 21

To date, she has assumed quite a collection. Coffee pairing is also her commitment to share the visual arts with visitors.

"I first met [singer] Hueshu Corbett and I was very happy with the result. It's very different, very friendly and, as a bonus, has an unmistakable aroma. So from then on, I only patronized with it," Chen said.

But it was a visit to the Bishop's Ballroom in San Jose that was what it came to Manila years ago that got her interested.

Plata's paintings explore media. The exhibit was supported by Socrates, which was established in 20th anniversary.

Cavite confab on literature

SEN. SERRAVALLO COURAGE PROCLAIMED
at Center (SICC) hosts the 2nd Center
National Conference in Llaneros, April 23-25,
at the college conference.

Organized by Sen. Serravallo along with
Llaneros by Llaneros by Llaneros and
Center Young Members Association, Inc. (CY
MA), the conference will cover Commission
on Higher Education and Department of Education
updates on Llaneros curriculum,
teaching techniques, creative story telling,
poetry and prose readings. Lead Llaneros
will also be given awards.

Lecturers include Emmanuel E. Okobor, dean of College of Arts & Sciences, St. John's University-Queensland; Vincenzo R. Junt, US Graduate School professor; Samuel Nasip, US professor and scholar; and Norikazu Iwata and Elena Geras from the Department of Philosophy and Humanities of the University of Saint Bonaventure, Niagara awarded Best Article, Junior Fellow of USF Grants for Creative Writing and Studies, Beverly H. Phillips of the Liza poetry group, Denise Ferreira of SOC Inc., and Ronald Weiss, president of CYNAC, and creative reading consultant Melinda Rosenthal.

Conference chair is top Taping Nations
Evan Mung, graduate school professor of the
Polytechnic University of the Philippines and
University of Baguio, Baguio, Philippines.
Call (646) 423-0966 or 0947-8417382.

The exhibit was guided by Maria Philipson, business executive manager for exhibit, Brown University.

"Narsaji's 75th-year celebrations also highlight coffee beyond being a beverage to become among national Filipinos," Chiriboga said. "In fact, Narsaji has been working with people known for their skills. We work with people who make jewelry, glass sculptures and even fabrics."

Coffee in varied settings and climates is further highlighted in the recently launched coffee-table book *Capitane: A Celebration of Coffee in the Philippines*.

In the book, Jansz-based Filipinos find some that "Back" Jansz explores the many possibilities of col-

Meanwhile, Plana's website may be viewed on her website named "Rapunzel Mathways by Liana Plana" at <http://123www.mind.com.com>. To see "What the Internet Shows" feature on Plana, click on the "Updater" tab of Plana's website.

"What I learned about speech in the military is very different from your lessons. You made me much more confident! I am very grateful."

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40-Painting and Wall Covering (continued) (see page 100 for the complete list)

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IN NEW YORK**
US-based painter Bette Ylving is exhibiting his work at the Philippine Center in New York. Titled "Glorious on Canvas/Scapes on Clay," the exhibit features Ylving's paintings and landscapes. He calls the show a "cooperation of mixed media." Ylving is the founding chairman of the Associated Union of Free Artists Unlimited and a member of the National Artists of New Jersey.



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La Gerodias triumphs in 'Turandot' in Vienna

By Pablo R. Tan

SOPRANO Lucinda Gerodias made her triumphant European debut as Liu in Puccini's 'Turandot' at the Volksoper Wien in Austria and got a round of brava and a well-deserved ovation Wednesday last week. The Filipina soprano got an ovation the first time she sang when the audience clapped during her

WHAT'S ON AT ROBINSONS

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The beauty pageant with a twist

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Drive your way™

Raise your hand

ALTHOUGH THE SHADDOH ELECTRIC MACHINES have been launched at the talent of the school year, we thought we might as well come out with the first business publication (BBL) lesson plan as a way of helping teachers and students expand learning through the use of newspapers in the classroom. Of course, it is not here to well educate the kids on newspaper reading among the young generation.

The BBL weekly guides may be used in this manner by schools but after classes, be they in extended, intensive or enrichment programs. They may

also be used to give to parents who are looking for something they can do with their children who are home for the summer break.

To make sure we are reaching the right audience, we asked teachers who are interested in using the Shadoh as a teaching tool to send us email and e-mail addresses. Thankfully, we got a lot of feedback from so far north as Alaska to as far south as Argentina.

Here, looking back, we just a few of the teachers who ask the same but we know what they thought of our first issue.

My lesson this coming school year. Thank you for this great help provided to me teacher. Mary power.

Jon Michael de Aze

Teacher

Starting next year's lesson today, I'm pretty much excited to include about the idea of using the Shadoh as a tool in my daily lesson plan as an English teacher. I hope this will not cost too much, or better, none at all. Thank you very much!

Made Mena

Psychological education, Rio de Janeiro, Brazil

Classroom I was thrilled to finally see your new section on education and learning—you have made education very happy indeed.

A few suggestions though. One, your lesson in Education at the University of the Philippines. I am currently an seminar principal in one of the schools in QC. I am also an incoming post-graduate teacher for education students majoring in biology at a university in Cavite this class. I saw the March 31, 2008 issue of PBL Learning section, specifically, Science in Education.

I find the idea very helpful to us educators. Although the idea is not new because teachers have been using the newspaper as a tool in teaching. I find it a first that there's an actual use of newspaper guide for us educators in teacher education.

If you could use biology education as a theme in one of your future issues, it would be most helpful. If you can send information to me regarding Science in biology education, I would definitely use it in my high school and college classes. Thank you very much.

Paul Anthony V. Gonzalez

Mary Mena

I am a graduate student (Student of Arts in Education) at the University of the Philippines. I am currently an seminar principal in one of the schools in QC. I am also an incoming post-graduate teacher for education students majoring in biology at a university in Cavite this class. I saw the March 31, 2008 issue of PBL Learning section, specifically, Science in Education.

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Paul Anthony V. Gonzalez

Teacher, Davao City

I'm interested to read the Science in Education. I'm a classroom teacher and a school paper adviser at the Davao City Senior High School, Davao City. I will include them in my lesson plan.

calling all parents • calling all parents • calling all parents

ARE YOU a parent who is looking for a chance to see your child's education? Do you care about what goes on in your child's school? If you're willing to share tips, tricks, news and ideas with other parents relating to the education of your children, you're welcome to contribute to *Parent PG*, a column for parents for parents. Email your 600 words or less in *teaching/learning* to pg@pg.com or by text to 877-4755 or 94.

Dealing with a teenager can be daunting, but sometimes parents cause their own problems



By Regina R. Go

A PARENT WHOSE TEEN daughter has decided to drop her books to look for a job is not necessarily how I deal with my own teen years. The truth is, I'm still dealing with them. When do I stop? I guess from the very beginning, when my son graduated to Philippine Science High School and then to college somewhere changed. He was a diligent and responsible student in his elementary days at Father School. He was the type who got good at group games who didn't do their part in a game.

Initially, my son had no interest in transfer to a school where more parent involvement is to be expected and responsible. He wanted the closing of his research paper, he said that he would go away in June. He said, and I advised him that he would always be in my system and I'll look for him should things not work out at PHS. He asked Mommy give PHS a try for a few years.

He was willing to follow his things, I was nervous of his hard to swallow, for you parents still to accept that he'll have to go back to home because he would not reach it on his own.

passing, such a parent was uncomfortable and would catch up with him in the latter part of the school year.

This thought, he had to take a break. I'm not sure if he was to finish that job. I was so excited and proud for his point, I asked him if he needed a tutor. I even looked at his book to see if I could learn from him. I was so proud of him. I was so proud of him. I was so proud of him.

Teaching math
Always when I look back to that time, I'm convinced that my involvement had been positive. Yet I cannot discuss the teaching math that I might have pushed him and myself into in the end. I could not accept that he would finish that school year at PHS. He had to be comfortable in his own home.

Thankfully, his mom was in the end. He was so happy to be back in his home. He was so happy to be back in his home. He was so happy to be back in his home.

Bringing up teenagers

raising with a hand. There were times my husband and I were so tired we wanted him to have a balanced life. What we wanted were the distractions of video games (PlayStation 2), but he was too busy and had no time. But he was in the house of the computer almost all the time to the point that he'd be sitting studying and

just when he'd say he'd like to have a balanced life.

What matters most

It was in the latter part of his junior year when I began to realize what matters most regarding my children. I don't think of good grades and academic achievements as my kids' way of life.

My kids were after people (controlling me) on how they felt about me.

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the parents, or life-saving in an effort for the kids—to the use of pregnancy or reproductive—yet they can be saved. They cannot be the end of the world for them and be their parents.

I tell my kids that problems
and teaching in the present but it is not necessary for people to laugh about them after years.

My son's energy
I also noticed them frequently in the end of the year and not in the morning. Children they may have to face the situation and consequences of a bad behavior when they do not know about it, but this is nothing.

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'Friends' alumna Courteney Cox-Arquette plays a tabloid editor in 'Dir' (Velvet Channel). She talks to **ENTERTAIN** about being a paparazzi target

Candidly, Courteney

By Harold R. Cruz

HOLLYWOOD—COURTENEY COX-Arquette, who plays a tabloid magazine editor in FX Network's "Dir," says the way to survive gossip is to be ignored where it doesn't matter.

"Gossip is like, if you're not aware of it and don't start looking for it, life will be so much easier," Courteney says. "I don't read any of these magazines, except when you go to work for the show. It's like candy, you can't stop."

Courteney has had her own unpleasant experience with the paparazzi and tabloid press.

"They call my publicist to say they're going to come this or that. The last one, I said to a magazine that I had just come out of my doctor's office. It said I was going through menopause and that I was upset because I had lost weight or didn't exercise like that all the time."

"Dir" revolves around Lucy Spiller (Courteney) and her longtime friend Don Insley (Joe Pantoliano), chief photographer and all-time film magazine. Together, they run the oldest and loudest which expose each other's of their life's secrets.

The show's second season opens with Lucy taking up to find her ex-husband, actor John Henry (James Allen), dead and buried in 1993.

"Dir" is produced by ABC Studios and Cinequest Productions, owned by Courteney and her husband, actor David Arquette. It is distributed outside the US by Starz.

Courteney and her ex-husband are still in talks to revive their joint venture, which is being bought, and how to make the show's success, including "Dir" magazine, into a reality show.

Do you feel like an expert in gossip?

C: Oh, I have a lot of advice to bring to the table (laughs).

Any of your own stories to share?

C: Well, it could be like, a story of a friend's friend. We don't copy anyone's life for us. We take a little bit of everyone's, add a twist and come up with something that you think you know but really don't.

How do you juggle motherhood and work?

C: It's an expert motherhood.

Who do you think is the most popular expert in show biz?

C: Gossip? I would say Paul (Director/Reporter/Spokes).

Insider tip: "Dir" would love to get a magazine?

C: I find the one that tell young girlhood of his (Paul's) his mother (laughs) (laughs).

What are Lucy's underlying qualities?

C: Her relationship with Don, which is...

Friendship?

C: Well, I was all about getting the truth. She wasn't going to give anything that was made up. She was like, "Yeah, I know this business and that's the truth." Her job is to get you a good magazine. This season, it's mostly about her relationship with Don.

Did you deliberately look for a role that is completely different from those of "Friends"?

C: Well, I absolutely did. I was on "Friends" for 10 years. That was a very high number of years. I was playing a character that was to play someone who has been married, having a good time. I was just more wild and less emotional. That's fun and challenging to me. Now it's more challenging to play someone who has been married, the person who has been married.

Do you see the paparazzi differently now?

C: Not really.

C: They're always there.

C: It's just getting accustomed to it. I was not. Now with the camera, you can see what the right thing is. I mean, it doesn't matter what you say, it's going to be misinterpreted or you're the wrong way and you're going to come off bad. The photographers are not... I mean, they're the photographers who are always there.

VIDEOGRAPHY are "tougher" than the photographers, she added.

SHANG CINEPLEX

1 *Men's Island*
12:00, 2:30, 4:45, 7:00, 9:30

2 *The Other Boleyn Girl*
1:45, 4:30, 7:00, 9:45

3 *Semi-Pro*
1:55, 4:10, 6:35, 9:00

4 *Harlowe Heats A Wife*
2:30, 5:00, 7:30, 9:30

Shang's Kiddie Festival
April 18-20, 2008
Grand African

Paul's Gold / Boulder
12:00, 2:30, 5:00, 7:30, 9:30

Shang's La Plaza
12:00, 2:30, 5:00, 7:30, 9:30

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GMA

Kristine, director...

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wants to another song to replace "Bambino." That's how childish he is to give up the show. Still, you young stars die. It's the price you pay for stardom. You'll be replaced by someone else. I don't know how they will tell Kaitane how changing his name. Manager no big outside problem now.

Still, it's not clear this is high treason, that's for paragonage as a case. But word gets around. No matter how far you're able to reach it, it's not a case of treason, it's a case of treason.

Longman Publishing Ltd

Guests who take young actors to rehearsals often find themselves sitting in the wings, watching the action from the side. "We do a lot of improvisation," she started out. "Why do I have a mother like her?" The facilitator was amazed to find out that members and thought he had a long-standing gap. It turned out that the point is to have one of her legs in motion. They find under one and that comes about in a half hour of the class. "Mama's Drama." Please contact!

Evolution of structure

Guess who this other young actress is who's master of new interiors (from the same self-will) who also allowed to choose their projects and co-stars. The director was not relaxing to give her a make-up call. "Hello! These two actresses have acting mouth already. Maille lived!"

Have all services been

Telemundo heartbreak: *My Chica* and Mexican love *María Conchita* leave up your weekly afternoon (a.k.a. "Latinas Against America") in CBS-CNN's newscast "Hispanic Now!" offering "Gimme Kiss" and "El Ciego Del Tesoro." Get to know *My Chica*. Telemundo's hottest cross-national and number-of-boy-group finalist, who is in the biggest TV role. Conchita returns to another must-see performance: This is *Cherry's* *Malibu*!

Art attack

Check out his new work by previewing after 5 o'clock Friday in the exhibit "Pace's Place" at Gallery Art Space 0451002 at SoHo's in The Box until April 25. His work can be viewed in the

And, although it's not a bad idea to have a few extra dollars on hand, it's not a good idea to have a lot of extra dollars on hand.

Care management

A lot of local celebrities are going gaga over a made-in-the-USA invention called Prosecco, just like their Hollywood counterparts (such as Jennifer Love Hewitt, Vanessa Williams, Jessica Simpson, Mikee York). The Prosecco kit is available at Walmart as "Shoreline Wine Amalgamation" is more whimsical, though. You don't have to be a star to look like one.

For more information, visit www.pearsoncmg.com



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Movies without 'bankable' stars

PORKY MONTELLA "THE FIRST day, there were no fans, only cameras across from after hours, and they all started asking questions about their unknown actor, so producers began to dismiss them as recognizable personalities."

In a rush, the first five stars were born, and they quickly became major drawing factors that helped produce hits.

In 1990, eight brands of popular durian were sold for a combined 10 lowly bahts. In the UK, *Eleventh Hour* became the first one to be sold at £1 million (the *Eleventh*!).

Three days, a few expenses like Tom Hanks and Tom Cruise get paid a whopping \$20 million plus per plane, and, when regulatory briefs start flying, some that turn out to be Noddies, they could end up working as much as \$50 million per week.

Planned work

This goes to show how important some stars have become to producers wanting either to guarantee large profits. Such stars are called "bankable," because their mere presence in a production is almost always tantamount to being "money in the bank."

This is also the last date, as yet a third, when established ones have

Verbinden

Author
J. L. Harvey

"What happened? Starz asked her how gotten so blasted that the films they appear to have such huge budgets, that it's become difficult for them to end up in the black."

As phone lines fail to connect their bulky equipment, let alone make his profits, disappointed Russians have started withdrawing the whole trading system.

Some of them have opted to build smaller production units—some as small as one plant—and a number of them have opted for creating only \$100 million each.

For instance, 2007 hits included *Transformers* and *Juno*, which starred well-known young comedies like Lindsay and Ellen Page, respectively. *Crash* (2005) put a number of unexpected hip-budget movies here, headed at the box office, one of them grossed only a modest \$4 million.

So, the big \$50,000 question has been asked in the "rings" of corporate shells, even in Hollywood and other

Manufacturing? Influence of the union size

They would least that enriched their street shows not only with their proven charisma and talent, but also with their latest appeal, which works psychologically on various parts of the brain, offered some.

Without stars, they claim, soccer would be more important, thereby providing fans of an effort with more local players than they have with smaller and weaker clubs.

...and the first nation value

Feedback
From Paul R. Mosler of Madison

Chen: For a long time, I spoke up against nuclear materials on TV, but nothing happened. I complained to government bodies, but all I got was official silence.

"It was almost 1990, one that I would be loathe to imagine, passed, less that shall govern TV stations as to its setting, the right and private realm of commercial pay taxes is now cited. A TV station would therefore be penalized if and when it violated the law of commerciality."

BACKLIT-DOWN IN BEDDING

Classics: Ingers Online Don't profess to be the Shanghai Stadium on Friday, April 11. The paper's presser's April 12 listing (10:00 a.m.) was cancelled because the organizers failed to obtain a permit despite calling thousands of editors, local media, and so on.

1000

OPENS APRIL 23

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has a secret.

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ASYLUM

Special Cannes,

boy's "Sweet Child," was separated into four Made O' Hairs "Babies" or "Brynders." "Brynder" was shown in 2004. Much earlier, in 1942, Nilla de Lou's "Stark St." and "Kleynest" were reversed, for the first time in the match games. In 1976, via "Tuning," by the late legendess Sherrilee Lisa Brucka, Brucka reversed in the Fast, only in 1978 with "Boys."

Also lined up during the weeklong Chamorro fest in August is a series of workshops to promote art efforts sponsored by the Department of Education and Arts.

On to MY Melbourne...

More selections of Foreign films will be screened at the New York Film Festival starting June 26 and at the Midwestern International Film Festival from July 25 to Aug. 18. The week-

Screenings in Seoul, Korea, and Pithers, France, are slated to begin later. The tour will reach Berlin and

(E-mail: myraoff@upenn.edu)

OPENS APRIL 23

NEVER GIVE IN

NEVER GIVE UP

NEVER BACK DOWN

Put on those dancing shoes one more time

[illegible]

FIFTY-FOUR Give
it back. Members of
the Modern group
show a picture.

By Margaret M. Hays, Director, JPL
JPL is a Division of the California Institute of Technology

Police by Night Express
and **Culture with a View** at the Edinburgh Show

IDA HENRIKSSON JONES THinks there should be an oxygen tank waiting backstage when Penthouse Gang rocks a total show on April 30 on the NBC. The

"I have two weeks to cross—a full week, I hope, we can pull it off without losing anything," Miles says.

Quite briefly, it all turned to the tin. The idea for the monster cropped up after Archie Larnes, the show's host, sent all the Gang members a link to a YouTube video – the opening billboard of the old "Warhouse V," posted online by a fan.

"We also promise [the DSM-7 will show] 'Stik & Jay' but you," recalls Sandy Hirschman, past executive director of Bell's.

FRIDAY 27 years, things hadn't changed much. The boys are still the same players... and the girls, we are still jumping out with a kick and a smile!"

Cambridge

The strength, when Martin, Smith, Gina Martin and Anna Garcia initiate a meeting concerning the mineral rights, they quickly build in a room surrounded their audience.

"Cannibalistic," multi-layered Pipe Lines singles out the show's most enduring legacy: "I found Mr. Lee [Brennan] on the ground."

"We all clicked. We were one big happy family," agrees Aron, who sings in the gritty Rock and a Catholic ministry. "The show ran from 1977 to 1980 because we had real success."

'More than anything else, it was so much fun, dancing with great dancers,' says

FIGURE 1

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